

SUMMARIZED MINUTES  
WESTWORLD SUBCOMMITTEE  
PUBLIC MEETING  
Thursday, February 16, 2006



Monterra at WestWorld  
16601 North Pima Road  
Scottsdale, AZ 85262

Call to order at 8:05 a.m.

Roll Call

Members Present: Subcommittee Chair Betty Drake  
Councilman Wayne Ecton  
Councilman Robert Littlefield

Also Present: Roger Klingler, Assistant City Manager  
Jay Collier, Events Director  
Natalie Lewis, Assistant to Mayor and Council  
Gloria Storms Ruiz, WestWorld Administrative Secretary

**1. Approve minutes from December 5, 2005 meeting**

Motion was made by Committee Chair Drake, seconded by Committee Member Robert Littlefield, with no objections.

**2. Confirm dates and times of future Subcommittee meetings**

The following dates for future Subcommittee meetings are confirmed:

- Thursday, April 20, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, June 15, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, August 17, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, October 19, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, December 14, 2006, 8:00 a.m., Monterra at WestWorld

Committee Chair Ecton introduced Councilman Littlefield who is replacing Councilman Ron McCullagh on the 2006 WestWorld Subcommittee. He also stated, the Committee needed to select a new Committee Chair. Committee Member Littlefield nominated Committee Member Drake; seconded by Committee Chair Ecton.

Roger Klingler thanked Committee Member Ecton for serving as the Chair for the past year.

### **3. WestWorld Activity Update – Jay Collier**

Jay Collier stated that WestWorld had a busy fall, and was off and running for the 2006 season. The Arizona National Quarter Horse began the season with a record year for entries and their most successful show so far. Sun Country Quarter Horse Show followed and Jan Bruner and Taffy Wolf did another exemplary job this year. Their entries were up 10% from two years ago and they were very happy with the upgrades at WestWorld and the wonderful Scottsdale weather.

Barrett-Jackson had an outstanding run this year, having added three days to their event. Their attendance was up 25,000 from 200,000 last year and an estimated 25,000 people attended their family value day, which was new this year. This enabled a family of four to attend for \$20.00 to enjoy all of the sites at the auction.

The Home and Garden Show moved in on the heels of Barrett Jackson and 15,000 people (up from 12,000 last year) attended their three-day event. The promoter, dmg World Media, was very happy with their show.

The Arabian Horse Show began their early move-in as Sun Country was moving out. The first day of the show is Friday, the 17<sup>th</sup> and their move-in is going very well. Taryl Pearson, Kelly Charpentier, and Bill Flood do a fabulous job with this world-renowned equestrian event.

The Fiesta Cluster moves in as the Arabian Horse Show is moving out and the first day of their competition is March 1<sup>st</sup>. This is a great event on the Polo Field and a favorite for WestWorld guests.

Parada del Sol Rodeo is returning to WestWorld, and the Scottsdale Jaycees put on this event. The Reining Horse Classic moves in after Parada along with Ponies of the Americas, the Spring Hunter Jumper Show, and Carousel Charity Horse Show.

In March, WestWorld has three new tent events planned. The first is the Bridal Show, followed by Scottsdale Antique Show, and the ARTscottsdale show. We are excited to have these new events at WestWorld. Cirque du Soleil rounds out March with their production of "Corteo." They have thirty performances planned during their event that begins March 17 and runs through April 9.

Committee Chair Drake asked where Cirque du Soleil would be set. Jay Collier said they would be on the east side of Lot H on a 300 x 600 footprint that is fully self-contained. This is a wonderful show for WestWorld and Scottsdale as it draws attendees from the southwest and

beyond. WestWorld's paid parking administrator handles the parking program, which is very profitable.

Roger Klingler stated that Jay and Brent Bailey should be complimented on the turnaround for all of these events. As some of the shows are expanding their dates it makes the move-in and move-out logistics more difficult, but everything runs smoothly. He also complimented Jay and Casey McDonald on the very fast turn around of the tent for the Scottsdale Charro event.

Committee Member Ecton asked how WestWorld is handling the fast turn-arounds. Jay Collier said pre-planning is the key. Holding meetings between events that are moving in and out at the same time is crucial to be able to work out the logistics between both events. This becomes even more important as WestWorld is wall to wall with events during its season.

Committee Member Littlefield asked how WestWorld planned to deal with the events that are expanding their show dates. He stated that even with all of the new land purchased for WestWorld events, one is not able to expand time.

Roger Klingler agreed that at some point there would be limits with which we will have to deal.

Committee Chair Drake agreed that the efficient use of land is very important right now. She feels it is important to have a work session to look at all of the possibilities. She also wanted to thank WestWorld for hiring Jeff Rhodes to come in and work the footing in the arenas. She said she has received many compliments, from different disciplines, on the footing since the beginning of the year.

#### **4. CIP Update – Roger Klingler**

Roger Klingler said that the first phase of improvements at WestWorld are complete, as is the purchase of land around WestWorld. Even though they will not be as major as this past year, WestWorld will be doing some permanent improvements this upcoming summer. They will be looking at RV improvements, landscape improvements, improvements to the tent, and, if necessary, improvements to the new parcels for water and electricity. (At this time, the Arabians are using the new 17-acre parcel for temporary barns. WestWorld has run temporary water and electricity to this parcel to accommodate the barns.)

Roger Klingler stated that moving forward with portions of the Master Plan would be considered.

Committee Member Drake said that this year WestWorld had good substantial improvements and the next phase should involve an organized look at the Master Plan.

A discussion ensued on the Master Plan with the conclusion that a well thought out contingency plan would be a Committee goal for the upcoming year. Committee Member Littlefield stated that WestWorld had resolved many issues in the last year, and this upcoming year would be a good time to tie up loose ends and achieve clarity with regard to the Master Plan. The committee was in total agreement.

**Public Comments** – None

ADJOURN PUBLIC MEETING

With no further business to discuss, the Public Meeting adjourned at 8:53 a.m.

SUBMITTED BY:

*Gloria Storms Ruiz*

Gloria Storms Ruiz  
Recording Secretary

REVIEWED BY:

*Betty Drake*

Council Member Drake  
Chair

Officially approved by the WestWorld Subcommittee on

4/26/2006